



WFLX

ORDER

Print Date 08/09/12 Page 1 of 2

Flight Dates 08/10/12-08/14/12

Contract / Revision 806898 / CARL DOMINO CAMPAIGN

Original Date / Revision 08/09/12 08/09/12
Agency Com 15%

Advertiser Domino, Carl/R/FL House 82

919 Prince Street
Alexandria, VA 22314

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314Sales Office H-DC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 361

Alt Order # 06270082

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL600

Priority P 3

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	11	\$2,295.00	\$2,700.00	0.00	07/30/12	08/14/12	11	\$2,295.00	\$2,700.00
Totals	11	\$2,295.00	\$2,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	08/13/12	08/14/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$100.00		0.00			
E 2	WFLX	08/10/12	08/10/12	MORNING NEWS 7A FOX 29 MORNING NEWS!	Comm	7-8A	----1--	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--		1				\$75.00		0.00			
E 3	WFLX	08/13/12	08/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS!	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 08/09/12

Page 2 of 2

Contract / Revision 806898 Flight Dates 08/10/12-08/14/12

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:15:00

Advertiser Domino, Carl/R/FL House 8 **Product** CARL DOMINO CAMPAIGN **Estimate #** 361

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFLX	08/13/12	08/14/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	MT-----	:30	2	\$100.00	P 2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2			\$100.00			0.00			
E 4	WFLX	08/10/12	08/10/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	----1--	:30	1	\$75.00	P 3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--		1			\$75.00			0.00			
E 5	WFLX	08/13/12	08/13/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----		1			\$525.00			0.00			
E 6	WFLX	08/10/12	08/12/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	----FSS	:30	3	\$525.00	P 2	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----FSS		3			\$525.00			0.00			
E 7	WFLX	08/12/12	08/12/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$50.00	P 3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1		1			\$50.00			0.00			
Totals														11	\$2,700.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification on Page 3

Station and Location: WPLX, West Palm Bch FL	Date: 8.9
--	---

I, McLaughlin & Associates

being/on behalf of: Carl Domino, a legally

qualified candidate of the Republican political

party for the office of: House District 82

in the Primary

election to be held on: August, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Time per Week	Number of Weeks
ORDER	ATTACHED				
		WPLX#	806898		
				Total	

Total Charges: 2295 - net

For programming that in whole or in part "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Carl Domino Campaign Fund

an you are authorized to announce the time as paid by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jacqueline Schall

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and or other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

7/26/12

Date

M Campbell

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

John Heister

Printed Name

GM

Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO: John Heislman	STATION: WFLX
FROM: Will Hildebrandt	HRP OFFICE: Washington DC

REQUEST RECEIVED FROM

DATE: 8/9/12

BUYER: Marianne Campbell
AGENCY: McLaughlin & Associates
ADDRESS: 566 South Route 303 Blauvelt, NY 10913
PHONE #: 203 966 9757
FAX #:
OTHER:

AVAILS FOR

COMMITTEE: Carl Domino for State Representative
CHAIRPERSON: PO Box 330965 Atlantic Beach, FL 32233
TREASURER: Jacqueline Schall
ADDRESS:
PHONE #: 561 371 2484
FAX #:
OTHER:

FOR

CANDIDATE: Carl Domino
OFFICE: St. Rep
PARTY: Republican

DAYPARTS: ALL
SCHEDULE DATES: As Ordered
COMMERICAL LENGTH: :30'S
PROGRAMS: ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE